

# **DDMRP & S&OP**

## *A Perfect Marriage*

**MRP has been around for 50 years just waiting for significant improvement.**

**S&OP has been around for 30 years evolving and waiting to be embraced by all who need it.**

**DDMRP is a very significant improvement for the operating process for a company and it is beginning to have success as it is becoming understood. S&OP is maturing and becoming accepted as a standard for most companies.**

**DDMRP requires a process to provide it with changes to the operating environment. S&OP, properly implemented, is what DDMRP needs.**

**S&OP, as it matures develops an integrated reconciliation process which provides the appropriate bi-directional linkage that improves S&OP's effectiveness.**

**The integrated reconciliation process in S&OP is the perfect, bi-directional linkage that is needed by DDMRP for sustainability.**

**Question? Can you implement DDMRP, without S&OP? The answer is yes, however, there will be struggles without an effective process like S&OP to help shape the future operating model.**

**Question? Can you implement S&OP without DDMRP? The answer is yes, companies have been doing it for years, however, it would be a mistake to not consider DDMRP, because can be a superior operating model for your company.**

I predict a promising future for these two operating processes working together. To accomplish this end, there will have to be an understanding of these processes gained through education. That is why I am joining forces with the Demand Driven Institute.

The following diagram depicts how DDMRP and S&OP fit together with the Business Plan and the Strategic Plan.

